

ORDER



KLAS

Orders	Order / Rev:	37159
	Alt Order #:	08858745
	Product Desc:	BERKLEY/SENATE/D
	Estimate:	
	Flight Dates:	09/04/12 - 09/10/12
	Original Date / Rev:	08/31/12 / 08/31/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency Name: Shorr Johnson Magnus
Buying Contact: _____
Billing Contact: _____
1831 Chestnut St.
Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Berkley, Shelley - D-USS
	Demographic:	A35+
	Product Codes:	PO1
	Priority:	LV3
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	69	\$34,440.00	\$29,274.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	69	\$34,440.00	\$29,274.00	0.00
Totals	69	\$34,440.00	\$29,274.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$34,440.00
Market	100%	\$114,800.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$28,700.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVUU	5%	\$5,740.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: Berkley, Shelley - D-USS
 Product Desc: BERKLEY/SENATE/D
 Estimate:

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	09/04/12	09/06/12	Y&R Young & Restless	CM	11a-12p	-TWT---	:30	1	\$1,800.00	LV3	0.00	NM	1	\$1,800.00
Y & R															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -TWT--- 1 \$1,800.00 0.00															
E 15	8	09/10/12	09/10/12	Y&R Young & Restless	CM	11a-12p	M-----	:30	1	\$425.00	LV3	0.00	NM	1	\$425.00
Y & R															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 M----- 1 \$425.00 0.00															
E 16	8	09/04/12	09/06/12	8 News Now Noon M-F	CM	12-1230p	-TWT---	:30	3	\$650.00	LV3	0.00	NM	3	\$1,950.00
NEWS															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -TWT--- 3 \$650.00 0.00															
E 17	8	09/10/12	09/10/12	8 News Now Noon M-F	CM	12-1230p	M-----	:30	1	\$200.00	LV3	0.00	NM	1	\$200.00
NEWS															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 M----- 1 \$200.00 0.00															
E 18	8	09/04/12	09/06/12	1230-2p Soaps/ LMAD	CM	1230-2p	-TWT---	:30	3	\$750.00	LV3	0.00	NM	3	\$2,250.00
SOAP															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -TWT--- 3 \$750.00 0.00															
E 19	8	09/10/12	09/10/12	1230-2p Soaps/ LMAD	CM	1230-2p	M-----	:30	1	\$300.00	LV3	0.00	NM	1	\$300.00
SOAP															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 M----- 1 \$300.00 0.00															
E 20	8	09/04/12	09/06/12	Ellen Ellen	CM	3-4p	-TWT---	:30	3	\$800.00	LV3	0.00	NM	3	\$2,400.00
ELLEN															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -TWT--- 3 \$800.00 0.00															
E 21	8	09/07/12	09/07/12	Ellen Ellen	CM	3-4p	----F--	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
ELLEN															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ----F-- 1 \$275.00 0.00															
E 22	8	09/10/12	09/10/12	Ellen Ellen	CM	3-4p	M-----	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
ELLEN															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 M----- 1 \$275.00 0.00															
E 23	8	09/04/12	09/06/12	630-7p Inside Edition	CM	630-7p	-TWT---	:30	1	\$900.00	LV3	0.00	NM	1	\$900.00
INSIDE ED															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -TWT--- 1 \$900.00 0.00															
E 24	8	09/07/12	09/07/12	630-7p Inside Edition	CM	630-7p	----F--	:30	1	\$250.00	LV3	0.00	NM	1	\$250.00
INSIDE ED															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ----F-- 1 \$250.00 0.00															
E 25	8	09/10/12	09/10/12	630-7p Inside Edition	CM	630-7p	M-----	:30	1	\$250.00	LV3	0.00	NM	1	\$250.00
INSIDE ED															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 M----- 1 \$250.00 0.00															
E 26	8	09/04/12	09/06/12		CM	4-5p	-TWT---	:30	3	\$900.00	LV3	0.00	NM	3	\$2,700.00

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 Estimate:

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 4p M-F 8 News Now 4p M-F															
NEWS															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>-TWT---</u> Spots/Week <u>3</u> Rate <u>\$900.00</u> Rating <u>0.00</u>															
E 27	8	09/07/12	09/07/12	8 News Now 4p M-F	CM	4-5p		:30	1	\$225.00	LV3	0.00	NM	1	\$225.00
8 News Now 4p M-F															
NEWS															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>----F--</u> Spots/Week <u>1</u> Rate <u>\$225.00</u> Rating <u>0.00</u>															
E 28	8	09/10/12	09/10/12	8 News Now 4p M-F	CM	4-5p		:30	1	\$225.00	LV3	0.00	NM	1	\$225.00
8 News Now 4p M-F															
NEWS															
Start Date <u>Week: 09/10/12</u> End Date <u>09/16/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$225.00</u> Rating <u>0.00</u>															
E 29	8	09/04/12	09/06/12	8 News Now 5-630p M-FCM	CM	5-630p		:30	1	\$1,250.00	LV3	0.00	NM	1	\$1,250.00
8 News Now 5-630p M-F															
NEWS															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>-TWT---</u> Spots/Week <u>1</u> Rate <u>\$1,250.00</u> Rating <u>0.00</u>															
E 30	8	09/07/12	09/07/12	8 News Now 5-630p M-FCM	CM	5-630p		:30	2	\$275.00	LV3	0.00	NM	2	\$550.00
8 News Now 5-630p M-F															
NEWS															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>----F--</u> Spots/Week <u>2</u> Rate <u>\$275.00</u> Rating <u>0.00</u>															
E 31	8	09/10/12	09/10/12	8 News Now 5-630p M-FCM	CM	5-630p		:30	2	\$275.00	LV3	0.00	NM	2	\$550.00
8 News Now 5-630p M-F															
NEWS															
Start Date <u>Week: 09/10/12</u> End Date <u>09/16/12</u> Weekdays <u>M-----</u> Spots/Week <u>2</u> Rate <u>\$275.00</u> Rating <u>0.00</u>															
E 32	8	09/09/12	09/09/12	8 News Now Sun 5-7p	CM	5-7p		:30	2	\$175.00	LV3	0.00	NM	2	\$350.00
8 News Now Sun 5-7p															
NEWS															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>-----5</u> Spots/Week <u>2</u> Rate <u>\$175.00</u> Rating <u>0.00</u>															
E 33	8	09/04/12	09/06/12	7-8p Rotator	CM	7-8p		:30	1	\$1,000.00	LV3	0.00	NM	1	\$1,000.00
7-8p Rotator															
ET/INSIDER															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>-TWT---</u> Spots/Week <u>1</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 34	8	09/07/12	09/07/12	7-8p Rotator	CM	7-8p		:30	2	\$275.00	LV3	0.00	NM	2	\$550.00
7-8p Rotator															
ET/INSIDER															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>----F--</u> Spots/Week <u>2</u> Rate <u>\$275.00</u> Rating <u>0.00</u>															
E 35	8	09/10/12	09/10/12	7-8p Rotator	CM	7-8p		:30	2	\$275.00	LV3	0.00	NM	2	\$550.00
7-8p Rotator															
ET/INSIDER															
Start Date <u>Week: 09/10/12</u> End Date <u>09/16/12</u> Weekdays <u>M-----</u> Spots/Week <u>2</u> Rate <u>\$275.00</u> Rating <u>0.00</u>															
E 36	8	09/08/12	09/08/12	Sat 7-8p - ET Wknd	CM	730-8p		:30	1	\$135.00	LV3	0.00	NM	1	\$135.00
Insider Weekend															
ET WEEKEND															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>----S-</u> Spots/Week <u>1</u> Rate <u>\$135.00</u> Rating <u>0.00</u>															
E 37	8	09/04/12	09/06/12	8 News Now 11p M-F	CM	11-1135p		:30	1	\$1,700.00	LV3	0.00	NM	1	\$1,700.00
8 News Now 11p M-F															
NEWS															
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>-TWT---</u> Spots/Week <u>1</u> Rate <u>\$1,700.00</u> Rating <u>0.00</u>															
E 38	8	09/07/12	09/07/12		CM	11-1135p		:30	1	\$475.00	LV3	0.00	NM	1	\$475.00

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 Estimate:

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
8 News Now 11p M-F																		
8 News Now 11p M-F																		
NEWS																		
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>----F--</u> Spots/Week <u>1</u> Rate <u>\$475.00</u> Rating <u>0.00</u>																		
E 39	8	09/10/12	09/10/12	8 News Now 11p M-F	CM		11-1135p		M-----	:30	1	\$475.00	LV3	0.00	NM	1	\$475.00	
8 News Now 11p M-F																		
NEWS																		
Start Date <u>Week: 09/10/12</u> End Date <u>09/16/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$475.00</u> Rating <u>0.00</u>																		
E 40	8	09/04/12	09/06/12	Craig Ferguson	CM		1237a-137a		-TWT---	:30	3	\$655.00	LV3	0.00	NM	3	\$1,965.00	
Craig Ferguson																		
FERGUSON																		
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>-TWT---</u> Spots/Week <u>3</u> Rate <u>\$655.00</u> Rating <u>0.00</u>																		
E 41	8	09/07/12	09/07/12	Craig Ferguson	CM		1237a-137a		----F--	:30	1	\$80.00	LV3	0.00	NM	1	\$80.00	
Craig Ferguson																		
FERGUSON																		
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>----F--</u> Spots/Week <u>1</u> Rate <u>\$80.00</u> Rating <u>0.00</u>																		
E 42	8	09/10/12	09/10/12	Craig Ferguson	CM		1237a-137a		M-----	:30	1	\$80.00	LV3	0.00	NM	1	\$80.00	
Craig Ferguson																		
FERGUSON																		
Start Date <u>Week: 09/10/12</u> End Date <u>09/16/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$80.00</u> Rating <u>0.00</u>																		
E 43	8	09/04/12	09/06/12	Letterman	CM		1135p-1237a		-TWT---	:30	3	\$650.00	LV3	0.00	NM	3	\$1,950.00	
Letterman																		
LETTERMAN																		
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>-TWT---</u> Spots/Week <u>3</u> Rate <u>\$650.00</u> Rating <u>0.00</u>																		
E 44	8	09/07/12	09/07/12	Letterman	CM		1135p-1237a		----F--	:30	1	\$175.00	LV3	0.00	NM	1	\$175.00	
Letterman																		
LETTERMAN																		
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>----F--</u> Spots/Week <u>1</u> Rate <u>\$175.00</u> Rating <u>0.00</u>																		
E 45	8	09/10/12	09/10/12	Letterman	CM		1135p-1237a		M-----	:30	1	\$175.00	LV3	0.00	NM	1	\$175.00	
Letterman																		
LETTERMAN																		
Start Date <u>Week: 09/10/12</u> End Date <u>09/16/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$175.00</u> Rating <u>0.00</u>																		
E 46	8	09/08/12	09/08/12	Sat 1135p-1235a The UOM	CM		1135p-1235a		----S-	:30	1	\$40.00	LV3	0.00	NM	1	\$40.00	
The Unit																		
THE UNIT																		
Start Date <u>Week: 09/03/12</u> End Date <u>09/09/12</u> Weekdays <u>----S-</u> Spots/Week <u>1</u> Rate <u>\$40.00</u> Rating <u>0.00</u>																		
																Totals	69	\$34,440.00